

August 1, 2016

## **SUPPORT BREASTFEEDING FAMILIES IN OBSERVANCE OF NATIONAL BREASTFEEDING MONTH**

*World Breastfeeding Week is August 1-7*



**Contact:**

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**Milton, Fla.** – In observance of National Breastfeeding Awareness Month and World Breastfeeding Week, the Florida Department of Health in Santa Rosa County (DOH-Santa Rosa) is collaborating with DOH-Escambia and other community partners to host the World Breastfeeding Week Health Expo on August 5, 2016. This year's theme is "Breastfeeding: A Key to Sustainable Development."

Breastfeeding promotes long-term health benefits for both mother and child. According to the World Health Organization and the American Academy of Pediatrics, children who are exclusively breastfed for the first six months of life have lower rates of respiratory infections, dermatitis, asthma, obesity, diabetes, childhood leukemia, and a lower risk of sudden infant death syndrome (SIDS). In addition, mothers who breastfeed have decreased risks for breast and ovarian cancer.

Successful breastfeeding begins with support from families, health care professionals, governments, worksites, and communities. Healthcare organizations, childcare centers, retailers, and employers can adopt policies and practices that support and encourage breastfeeding as the normal and most desirable feeding method for infants.

Join us for the opportunity to learn about all of the local support available for breastfeeding families at the World Breastfeeding Week Health Expo.

**WHAT:** World Breastfeeding Week Health Expo

**WHEN:** Friday, August 5, 2016  
3:00 p.m. to 5:00 p.m.

**WHERE:** Baptist Medical Park  
9400 University Parkway  
Pensacola, FL 32514

DOH-Santa Rosa and DOH-Escambia will distribute a variety of informational materials and promotional items that support breastfeeding in our community. Pensacola Baby Wearing, the Healthy Start Coalition, and other car seat technicians will also attend the event to share information on their products and services.

DOH-Santa Rosa offers breastfeeding classes through its WIC program. The classes are free and open to the public. Mothers do not have to be enrolled in the WIC program to attend. Jennifer Wowk-Ward, an International Board Certified Lactation Consultant, and Chris Robinson, a Certified Lactation Counselor, teach breastfeeding classes and provide one-on-one education, counseling and support. For more information, contact Jennifer at 850-983-5250,

ext. 172 or 850-554-4824, or visit our website at <http://santarosa.floridahealth.gov/programs-and-services/wellness-programs/wic/breastfeeding-information/index.html>.

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